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RAMOS
" . . . Education is the answer."
(See Ebb'n Flow, Page 7)

APRIL
1950

THE BANK THAT WOULDN'T FORECLOSE

—Page 8

TUNA INDUSTRY IN HAWAII

—Page 19

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—Page 10

PAN-AMERICAN fisherman

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March 21, 1950

Pan-American Fisherman Magazine
San Diego,
California

Gentlemen:

Reference is made to discussions I have had with Captain Matt Monise, Lou Eaton and Jack Springer regarding a possible advertising program for the French Sardine Company and High Seas Tuna Packing Company in your monthly periodical.

We realize that a magazine such as the Pan-American Fisherman cannot expect to sell heavily on the newstands and must depend on advertising to augment its returns from subscriptions. We realize further that it might be said that an industry magazine has a right to expect industry support as long as it gives satisfactory representation to the industry concerned.

In our opinion that is the sixty-four dollar question!

As far as the great sardine and tuna industry in Southern California is concerned we feel that satisfactory representation means vigorous, militant and, if necessary, biased support of our tuna industry, in particular, which is in dire need of recognition and protection. This industry is threatened right now by ever expanding imports of canned tuna from Japan, South American countries and many others that produce it under economic conditions that defy competition from any cannery in California. We have fought this threat, I agree, but we haven't fought it hard enough or long enough.

And that is just one problem. There are many others. Grade labeling, industry advertising, etc., etc.

You ask for our support but we have greater need for yours. It would be invaluable to this industry to have a strong and vigorous spokesman in the journalistic field who would militantly crusade for our industry's protection and continued proper existence.

We believe this is your opportunity and as long as your policy is formed and effected on the above lines we will be happy to give you our support.

Sincerely,

FRENCH SARDINE COMPANY, INC.
HIGH SEAS TUNA PACKING COMPANY

DPL:GS

By: D P Loker
D. P. Loker

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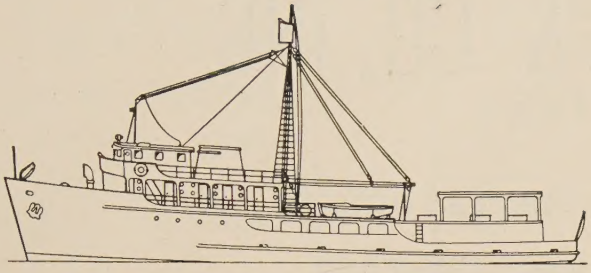
REPAIRING



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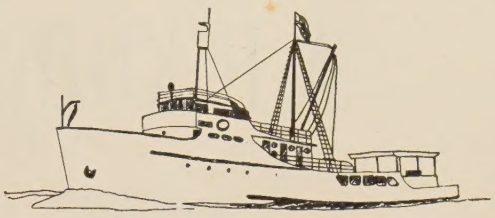

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NEWSmagazine of PAN-AMERICAN FISHERIES combined with the magazine TUNAfisherman

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San Diego, Calif — Phone F-7876

A Journal Published Monthly
Serving the Pan-American Fisheries

A Marine Press Publication

President.....Cosimo A. Cutri
Publisher.....John T. McInnis
Editor-in-Chief.....John Springer
Executive Editor.....Seymour E. Francis
Advertising Director.....Lou Eaton

Volume 4 Number 10

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THE COVER

" . . . Education is the answer."
(See "Ebb'n Flow," page 7.)

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Portland Oregon; Seattle, Washington; Coos Bay, Oregon; San Francisco, Los Angeles, San Pedro, San Diego, Monterey, California; Aberdeen, Washington; New York City, Washington, D. C.; Boston, Massachusetts.

The magazine PAN-AMERICAN Fisherman, combined with TUNA Fisherman, is published monthly in Calif. Editorial and executive offices are at 205 Broadway Pier Building, San Diego, California. Radio-telephone identification, "PANAMAG." Telephone FRANKLIN 7876. Subscription, U. S. and Poss., 1 year $3.00, 2 years $5.00, 3 years $7.00 and single copies 35c. Entered as 2nd class matter, February 19, 1948, at the Post Office at San Diego, Calif., under the Act of March 3rd, 1879.

ABOUT THIS ISSUE:

HERE'S the remainder of Captain A. S. Pitre's letter to us which takes exception to some of our statements relative to the *Drake and Bullen Story*, that appeared in a late issue of *Pan-American*. We're glad to present the Captain's opinions, as we think everyone should have his say about everything. Okay, Captain, continue:

"Hence, these two activities, the U. S. Government and the American Marine Paint Company are the only two activities that have been licensed to manufacture and use the Navy plastic series of underwater coatings. It is believed that the letter of the Chief of Bureau of Ships, quoted in a release from the National Paint, Varnish and Lacquer Association, Inc., is of sufficient merit to be added. This is attached as Enclosure A.

"1. An additional enclosure (B) has been included which recites the author's participation in this program.

"2. Mr. Arthur E. Burns, Jr. was first employed at the Navy Yard Mare Island on 9 December, 1940. He voluntarily resigned as of 11 October, 1946. It is believed that the facts recited above when viewed in relations to the interval of Mr. Burns' employment are a sufficient refutation to the many allegations and implications appearing in your publication.

"3. I am not unmindful of the application and effort of a host of investigators (both in private and government employment) who, since 1906, have contributed generously to the present fund of knowledge. Without this painstaking accumulation, no progress would have been possible. As a result of this appreciation, the allegations contained in your publication have left me no option but to set my hand to a brief summary of the facts. Since no similar summary has, so far as I can ascertain, been presented heretofore, I am confident that you will accord this communication a consideration equal to that already given the original article.

"Very truly yours,
A. S. PITRE,
Captain USN (Ret.)"

•

Starting on page 10 you'll find a type of story that, formerly, *Pan-American Fisherman* has always wanted to print, but heretofore never had the opportunity. It's about the First National bank of San Diego, California, and we hope you'll find it as interesting to read as it was to write. Like *Buying Power!*, which is continued in this issue, First National's yarn also is broken in two. It's a piece that had so much punch that the editors couldn't do it justice in one installment. Anyway, our thanks to Vice-President and President of First National, M. C. Pfefferkorn, and Anderson Borthwick, respectively, for their excellent cooperation given to Stuart Alton, *Marine Press Association* writer. In this first part, unfortunately, Alton, by virtue of the history involved, was unable to set down much on the background of these gentlemen. However, an overall picture of both will be included in the next, and, inasmuch as both have had singularly colorful careers, it may be something worth waiting for. Our thanks also to both for exploding our former erroneous idea concerning bankers. Contrary to our feeling that they are a notoriously reticent and hard-boiled group of men, we discovered, through Alton, that they they are as friendly, humane and animated as anyone else.

•

Voting is a definite privilege these days, when it seems about everything we do is either immoral, fattening or against the law. You can cast your vote in the June Primary, if you are either in port, or expect to be, until June 1. First day for absentee voting is May 17. If you plan to leave after that date, you can call before June 1 at 4005 Rosecrans, at the Registrar's office, Building 6, cast your vote and be represented as a voting citizen, even if you are at sea when the election comes off.

Eight Against the Sea

The term, "guts," expressed in its more literal meaning, is not a very nice word. But it fills the bill so far as this story is concerned. The details came to us from our old friend, Paul A. Sullivan of Sullivan Agencies, Balboa, Canal Zone, via the newspaper, *La Nacione*, in Panama City.

It was a real-life drama, complete with pathos, comedy and moments of intense suffering, with only the sun, the moon, the stars and the swirling waters of the Pacific Ocean as the audience. The actors were: Olimpo Guevara, Ismael Salcedo, Lorenzo Rodriguez, Manuel Rodriguez, Erasmo Quintero, Manuel Chamorro, Pablo Herrera —the seven who came back to tell of the performance—the missing police officer Vicente Murillo and a parrot, who died of a broken skull.

The totally-unrehearsed drama started January 8 at Puerto Arenas, Veraguas, on the Pacific coast of Panama and ended March 16 at Tocumen airport in Panama City—67 days afterwards—after performances as far away as Galapagos Islands and Guayaquil, Ecuador. Several hours after the unwilling actors landed at Tocumen, employees of the Ministry of Government and Justice rounded up their relatives and sped them to the airport. Newsmen and photographers arrived. It was then, after scenes of tearful, unrestrained joy, that the story was unfolded.

Eight men, including two sanitary inspectors, a policeman escorting a petty miscreant, two other passengers, the captain and his mate, boarded the launch *Reina del Golfo* at Puerto Arenas on Jan. 8 with their destination as the quiet little town of Sona, a few short hours away. They were expected to arrive there Friday, March 17, by auto.

Three hours out of Puerto Arenas the battery lost its charge and the faulty generator which had not been used for several days failed to function, leaving the boat powerless.

Captain Lorenzo Rodriguez dropped anchor and with the aid of his mate and the passengers tried to repair the damage while the launch drifted before a northerly wind. After repeated efforts to no avail the men decided to sit back and wait to be rescued. They were confident that it would not be long.

As it turned out night fell with no sign of rescue. Two more days passed, during which efforts were again made to work on the battery and the generator and the men used up two partially-used boxes of matches to light fires for boiling some of the 1,500 pounds of rice, which fortunately was aboard the launch.

On the third day the supply of water aboard finished and they turned to drinking sea water with distressing results. Four days afterwards, however, rain fell and they were able to replenish their supply of water.

This did not last very long although the men rationed themselves to the utmost. Meanwhile, they were able to use a few fishhooks they had on the launch to catch small fish which they beat into a pulp and ate raw.

Revolting as it was, this supplied some nourishment but did not moisten their parched and swollen throats enough.

Manuel Chamorro, the Colombian passenger, who turned out to be a veteran sailor, remembered that they could eat uncooked rice by mixing it with the blood of turtles. The only problem was catching a turtle. This turned out to be easy according to the stories told by the men.

The other passenger, young Ismael Quintero, had a medal of the Virgin of Carmen. He would "pray to the Virgin at night and in an answer to his prayers, a turtle would be seen somewhere near the boat next morning."

Catching the turtle was also easy, they said. The turtle would be shot with a small carbine and after it was wounded two men would jump overboard and throw it in the launch with the help of the others.

They would catch the blood flowing from the wound and then dispose of the turtle. Uncooked rice and turtle blood was not very palatable, but it moistened their throats and kept them alive until they were picked up by the tuna fishing boat *High Seas*, after 40 days during which they saw their hopes rise and fall several times.

During the first days adrift the men reported sighting planes and ships but were unable to attract attention. Later, before being picked up by the *High Seas*, they were sighted twice by a tanker whose crew looked down at them from the rail but made no effort to come to their assistance in spite of their frantic shouts for help.

The men said the tanker passed them going in to Balboa and again on the return trip. They could make out letters on the side that looked like *Reche Field*.

Their desperation was added to during the fateful days adrift by a "nosy" parrot who started out on the trip with them. One morning one of them awoke to find that the parrot had eaten off the buttons of the shirt he had hung up to dry.

He became so infuriated that he beat it to death with a stick and threw it as far as he could into the water. That was the last of the nosy parrot. "He was our jinx," one of them said, "because two days after we were rescued."

Long before the tuna-fisher came to their rescue, the men decided to make an effort to reach land. They built an improvised raft out of some empty drums and Guevara and Murillo decided to set out on it to go for help. Murillo boarded the raft first but when Guevara tried to get on it began to founder and he fell into the water. Somewhat frightened he swam back to the launch but Murillo refused to be daunted.

He had decided that he was "not going to die of hunger," so he set out while assuring the others that he would find land and get help back to them. They watched him for several hours until he rowed out of sight. He is still missing.

Some days later the men decided to build another raft using some of the boards they tore from the deck of the launch. The plan was to make it big enough for all of the remaining seven. It turned out, however, that with three of them on it, it started to sink and they abandoned the idea.

With the exception of Olimpo Guevara, the men all left for Sona, via Santiago. Pablo Herrera, who was being taken by Murillo to Sona to serve a minor sentence as a result of a fight in a saloon, was given a release immediately upon his arrival at Panama Police headquarters.

The GLOBE

An International News
File compiled by
FOREIGN BUREAUS
of
Marine Press Association

Tokyo.—A review of the Japanese fisheries during 1949 indicates considerable improvement, according to summary from the Natural Resources Section of SCAP. Fish production in 1949 reached about 7,000,000,000 pounds compared to less than 6,000,000 in 1948. This was made possible by the hard work of the Japanese fishermen and the increased quantities of cotton and manila fiber, fuel oil, and other supplies for Japanese fisheries which were paid for by the American people and turned over to the Japanese Government by SCAP. The production of the Antarctic whaling fleets, which returned to Japan in April, totaled 57,350 metric tons of whale products and was the greatest since the surrender. Efficiency of operations, as shown by the quantity of oil and meat produced per whale, and the excellent record in observing international conventions, are the best performances ever recorded by Japanese whalers in the Antarctic. On September 21, 1949, the Supreme Commander for the Allied Powers extended the authorized fishing area eastward to the 180th meridian, thus opening a large area to fishing operations. This action was in recognition of the good work of the Japanese Government and members of the fishing industry in controlling violations of the fishing area and establishing a program for correcting over-exploitation, particularly in the East China Sea. Notable progress was made in the democratization of fisheries with the elimination of the old control associations and the establishment of democratic cooperatives. Passage on November 29 of the Fishing Rights Bill also contributed to democratization.

Beccles, Suffolk, G. B.—A net load indicator has been invented by Maurice Elliott, a British engineer from Beccles, Suffolk, according to an issue of the British periodical, The Fishing News. Over a year ago the inventor decided to investigate the possibility of a device to enable herring drift-net fishermen to know when fish were in their gill nets. The first experiments were with a radio signalling device, but although this proved its worth, the question of cost and the advice of members of the industry and that of other interests in America decided the inventor to look for a much cheaper and simpler method of visual signalling. A simpler device has been perfected and tried out aboard the English drift-netter Dauntless Star. The skipper of this vessel is convinced that this new device will provide another valuable "eye" for fishermen to supplement their other scientific aids.

The system is operated by a device harnessed to an ordinary herring net float and "powered" by only a cycle lamp battery. After the nets are set, the indicator gives an intermittent light. When the nets begin to load with fish, the signal changes to a steady, upward beam, indicating that hauling should commence. For the experiments, only one indicator was used at the far end of the nets. However, it was always possible to see where the nets lay (which of itself is a very great advantage). The indicator proved itself one-hundred percent, according to reports. Nothing ever went wrong with the device, even in the worst weather. Better results are expected with a series of indicators along the line of nets to show heavy catches in various parts of them. The vital parts of the device are the subject of undisclosed patents.

It is claimed by the inventor that the net load indicator can be adapted to other methods of fishing besides drift-net fishing.

Mexico City.—The Mexican Government's approval of the Convention for the Establishment of an International Convention for the Scientific Investigation of Tuna, signed at Mexico City on January 25, 1949, by plenipotentiaries of the United States of America, and the United Mexican States, was published in the Diario Oficial of February 16, 1950, according to a February 17 report from the American Embassy at Mexico City. This convention was ratified by President Truman on September 1, 1949, after the Senate on August 17 had previously unanimously advised and consented to the ratification of this fishery agreement.

Sandefjord, Norway.—Pelagic whaling for baleen whale in the Antarctic ceased on March 15 at 12 p. m. The Bureau for International Whaling Statistics, Sandefjord, Norway, in accordance with the International Convention for the Regulation of Whaling has decided that the quota of 16,000 blue whale units had been taken by the closure date of March 15. The current season began December 22, 1949, and was originally scheduled to end April 7, 1950, or on such earlier date as the maximum catch of 16,000 blue-whale units is attained in pursuance of the schedule annexed to the convention. In the latter case, the Commission is empowered to determine, on the basis of the data provided, the date on which the maximum catch of whales shall be deemed to have been reached and shall notify each contracting government of that date not less than two weeks in advance thereof. The taking of baleen whales by whale catchers attached to factory ships shall be illegal in any waters south of 40° South Latitude after the closure date announced by the Commission.

Oslo, Norway.—Due to the unprecedented quantities of herring being brought in by the Norwegian fishing fleet, it became necessary to stop fishing for a week to prevent spoilage and to give the processing plants an opportunity of catching up. The stoppage was to last until February 20, according to a February 18 report from the Norwegian Information Service. About 300 fishing vessels have been delivering their catch to ports all along the coast as far north as Oksfjord in Finnmark; 73 factories are running at peak capacity producing herring meal and herring oil. The coastal banks are still seething with vast masses of herring and individual catches have been larger than ever before.

Liverpool, G. B.—Development of a new aluminum package for fishery products has been announced in Great Britain. The new package, which has been thoroughly tested, is a very light, pure aluminum package. Made in various sizes, consumer packages hold from 1 to 3 1/3 pounds of fishery products, and trade packages hold 7 and 14 pounds, according to the January 7 issue of Fish Trade Gazette, an English periodical.

Press-O-Grams

With HAP HOLLIDAY and PHIL BERTRAM

TEETH

Warning that the "continued indifference to crowded conditions on the San Pedro waterfront" could lead to a mass exodus in search of an "adequate port" by small boats, Buster Boyer, owner of the craft, *Marietta*, last month followed it up with plenty of action. It developed that he also was not the only boat owner to become disgruntled, and, on Wednesday, March 1, it exploded into a meeting of small boat owners, out of which came an organization called "Southern California Commercial Fishing Boat Owners, Incorporated." The call to meet was answered by 46 fishermen, who promptly elected Boyer as President; Russell Farnell, Vice President; Jerry Potters, Secretary-Treasurer, and a Board of Directors composed of Charles Henderson, Richard Karlsson, Earl Garett, Gordon Armor, Fred Delight, Dick Francis, and Bill Wagner. It was obvious that they meant business.

Earlier, a group headed by Boyer had come to San Diego, California, to learn first-hand how the situation here compared with their own backyard. John Bate, Port Director of the Border City, laid his cards on the table, and also present were Hap Holliday of High Seas Tuna Packing Company, and Charlie White, President of San Diego Commercial Fishing Boat Owners, Incorporated, a similar organization to Boyer's group. Interested in the proceedings, moreover, were Bernard J. Caughlin, Assistant General Manager, Los Angeles Harbor Department, and E. O. Irish, President, Wilmington Chamber of Commerce, and these gentlemen sat in on the meeting at San Pedro, along with Bate, Holliday, and White.

"Our purpose," said Boyer later, "is to force some action from the Los Angeles Harbor Department. The crowded conditions cannot go on for long, and the lack of interest and effort to alleviate the picture will have to go. We're paying our money for berthing concessions, and we want value received." It looked as though the Harbor Department had a hot potato on its neck.

ACTIVITY IN MEXICO

Hector Ferreira, manager and president of the commercially-powerful Pesquera E Industrializadora shrimp processing plant here was named director of the committee planning the 35th Annual Fiesta de la Pesca.

The General Villa, proud shrimp processing ship of the Fomento Maritimo fleet, sailed to join the 16 FM boats already in the field, near the upper reaches of the Gulf. . . . The *Villa* joins the *Mahoning* of the Productos Congelados fleet in becoming among the first of motherships to be put to sea for shrimp industrymen. FM is controlled by a genial businessman whom many call "The Robinhood of Sinaloa," but who all fishermen along the coast from Peru to Seattle know as General Perez Ramos. The craft is a converted US Army LCI.

SHORT TAKES

Apparently the girls' bowling team at High Seas in San Diego picked on a hot one. Expecting an easy victory, they took on French Sardine's team in the Border City, and were promptly relieved of their trophy. . . . Mrs. Lawrence Oliver still isn't feeling to well from her recent illness . . . here's hoping for a fast recovery. Mrs. Matt Olivera was hospitalized for a short time, but is now home . . . Matt is President of the brand-new Cabrillo club. Drake and Bullen are reportedly very happy with their new distribution, the new tunaboat tender made by Driscoll Brothers . . . Jerry Driscoll put one of them through one of the toughest tests afoot . . . she delivered. James Bozzo, 37, was returned here by Commander Donald McDairmid of the U. S. Coast Guard. Bozzo, from the fishing boat, *Shasta*, was off Cape San Lucas . . . he slipped, injuring his back, and was taken to the U. S. Naval Hospital . . . is recovering. Joaquin Qualin, skipper of the *Navigator*, stayed home this time . . . Manuel Neves, Jr., took her out . . . Joaquin and wife were talking about a trip to San Francisco, and the former also has on tap plans for a hunting trip with Joe Madruga, skipper of the clipper, *Paramount*. Joe says he decided to stay in port for a rest, however, his friends think his twins, John and James, had something to do with it. M. O. Medina, President, American Tunaboat Association, and Les Balinger, Secretary-Treasurer of the fishermen's union, AFL, returned from Panama last month. The bait situation down there looks quite favorable, they say. Harold Cary, manager of ATA, stayed down there for several days more, but arrived home hale, hearty and as enthusiastic about the situation as M. O. and Les.

Jam

Elbow-rubbing as it is done at San Pedro, California.

EBB 'N FLOW

INDUSTRY MOVES

Elections:

A. B. Knowles, President of the whip-like West Coast insurance firm, A. B. Knowles & Company, announced last month that three of the organization's top people had been elevated higher yet. The firm's Board of Directors, Knowles said, had elected Joseph C. Miller to the post of Vice-President; Donald B. Porter to that of Vice-President also; and Mrs. G. S. Reville to the position of Secretary. Miller, formerly the organization's Secretary, will be in charge of production for the company's ocean and inland marine and fire insurance business in Northern California. Porter, formerly Assistant to Miller, will serve as chief underwriter for ocean and inland marine business, and also will have charge of office administration for the San Francisco branch of Knowles. Mrs. Reville, another Assistant to Miller, will be in charge of claims for all classes of business.

With main headquarters in San Francisco, at 114 Sansome Street, A. B. Knowles is United States marine general agents for the Utah Home Fire Insurance Company of Salt Lake City, and Pacific Coast Marine general agents of the Reliance Insurance Company of Philadelphia. The firm was organized by Knowles in 1936, and was incorporated in 1940. Formerly, Knowles was Pacific Coast marine manager for the St. Paul companies. His announcement also stated that Vice-President C. H. Preston would remain at Seattle in charge of the Pacific Northwest territory for the firm, with F. N. Farrell continuing in charge of Southern California, with headquarters in Los Angeles.

VISITOR

Ramos:

General Silvano Perez Ramos, buzz-bomb of the Mexican commercial fishing industry, came into San Diego, California, last month, and, almost in the same breath, made arrangements for the purchase of several boats, announced formulation of a new Mexican fisheries organization, and predicted that Mexico was destined for an ever-increasing role in the world affairs of the industry in general.

"The question before us now," he explained, "is how best to educate our people to the value of fish as an outstanding food. To this end, a group of our fisheries leaders have offered our government a price of about 2½ pesos per kilo on frozen fish, which we will deliver anywhere in Mexico. The only thing that we ask is that the government establish the distribution points."

Conclave

Among those honoring Albert M. Day, Director, U. S. Fish and Wildlife Service, at a luncheon during March, were (left to right), Day, Don Loker, French Sardine, Terminal Island; Wade Ambrose, President, Westgate-Sun Harbor, San Diego, and Earl Nielson, High Seas Tuna Packing Company, San Diego.

He lauded the various Mexican fisheries institutes "which are doing an outstanding job in research, rehabilitation and intelligent administration of our fisheries," and pointed out, as an example, the recently-forced *Camara Nacional de la Industria Pesquera*, of which he is President. This group, composed of leaders from both the West and East Coast of Mexico, have banded to conduct research investigation of all lakes, lagoons, and other bodies of water in Mexico. Currently, there are about 300 members, however, all fishermen interested may join, Ramos explained.

(Editor's note: A complete story dealing with General Ramos' colorful career and place in the rapidly-expanding Mexican fisheries picture will appear in the May issue of *Pan-American Fisherman*.)

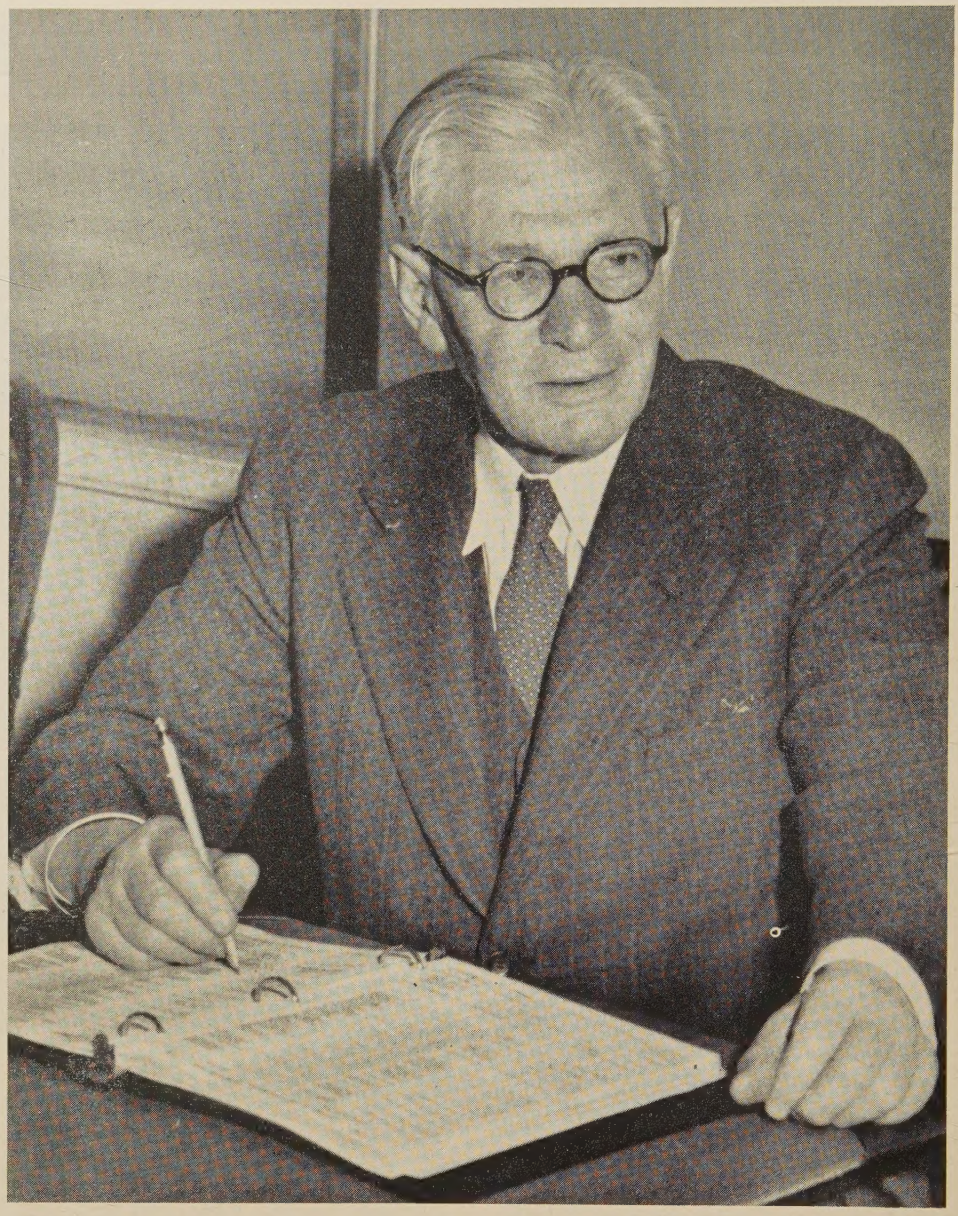
FIGURE MAN

Day:

Albert M. Day, Director, Fish and Wildlife Service, United States Department of Interior, was honored guest at a luncheon in El Cortez Hotel, San Diego, California, last month. The event was arranged by Don Loker of French Sardine Company, Terminal Island, California, and San Diego's Earl Nielson, General Manager of High Seas Tuna Packing Company. Here to talk of fisheries matters, Day told the group attending, which numbered around 100 of the biggest names in the business, that the fur seal herd in the Pribilof Islands, Alaska, was in much better shape in 1950 than in years past, and that this was due to close policing by his department, in the matter of conservation. The everyday habits of the fur seal also were minutely dealt with.

On the subject of federal appropriations, Day said that, in 1930, Federal fishery appropriations amounted to $2,498,550; in 1940, $2,421,075. That represented a decrease during the 10-year period of almost $1000,000. The

(*Continued on page 14*)



Vice-President
M. C. Pfefferkorn

The bank that wouldn't FORECLOSE

By STUART ALTON

First National of San Diego, California, Has An Enviable Record. Serving the Fleet Since 1883, It Has Never 'Pulled' a Boat.

SOME two years ago a bright young man, freshly at large from one of the country's major banking schools, strode into the First National Bank at Seventh and Broadway Streets in San Diego, California, and, with an eye toward career advice, was directed by an employe to the office of M. C. Pfefferkorn, a Vice-President, who, at 70, has just rounded out 43 years with the institution.

What he wanted to learn, confided the embryonic financier, was what to ask for, in the way of opportunity, from the counting house which, soon now, might get his services. He knew, he explained to Pfefferkorn, tapping, by way of emphasis, a well-manicured finger on a shiny new brief case, that there were many facets to consider. First of all, as an example, a man couldn't be too careful about a bank's fair dealing, integrity and stability. At this point, however, Pfefferkorn called a halt.

"First of all," he said, "you've been reading too many ads. A bank's not a bank unless it has what you just mentioned anyway. So we can strike that out. Actually, what you should look for is an organization that will work your head off. That's the bank for you.

"Your rise from there will be determined by the acumen encapsulated in your frontal, paretal and occipital."

Whether or not the student of monitary manipulation took Pfefferkorn's advice is something yet unknown to this page. But the fact remains that both the bank and Pfefferkorn, correlatively speaking, have been working on the premise for long years, and the philosophy has paid off both in handsome manner. In the bank's case, the story goes back to 1883, when the organization first threw open its doors for business.

It was a day that marked an era of commercial fishing that was the forerunner of San Diego's present-day sprawling tuna industry, i. e., whaling. At that time, whales were so numerous in the harbor entrance that trips to North Island often had to be postponed for hours until a school had left the area. Coopering and oil extraction were carried on at Ballast Point, in the same area that supported the droghers and hide houses. In 1872, the whale business reached its all-time high at 55,000 gallons of oil, and thereafter steadily decreased, however, when the First National came into being, a substantial part of its business was carried on by patronage of the whalemen. It is possible, consequently, that the institution's

current interest in commercial fishing had its setting during this period. But it was also a day marking the firm establishment of the Border City.

CALIFORNIA, lately recovering its breath from gold rushes, Indian uneasinesses, and Washingtonian, D. C. stupidity, was one of only four states in the vast territory this side of the Rocky Mountains, when the First National opened to let in hordes of bearded, rough-cut fishermen, traders, gamblers, and merchants, to converge on its celluloid-collared clerks. San Diego, however, even though little more than a detour in the road, was ready to explode. During the boom period of 1886, in fact, it rose to a percentage of expansion that has not been duplicated since, and First National went in for its share of the swim. Starting in 1884, the institution grew until, in 1886, it had more than doubled its deposits, representing $687,000; and, by January 1887, it had soared above the $2,000,000 mark. This phenomenal growth, which abruptly terminated in 1888, stemmed, of course, from completion of the California Southern Railroad. Certain in their convictions that San Diego was destined to be the Western terminus of Santa Fe railways, Golden Staters from counties all over the territory packed up, moved to San Diego and began looking about for property.

These values doubled, then tripled virtually every twenty-four hours, and the little village, which hitherto had been merely a series of adobe and rough pine buildings, grew in population to more than 28,000 inhabitants. Enthusiasm, fanned by the Border City's climate, potential prosperity and real estate evaluations, grew to brass band proportions, with auctions held on very nearly every street corner, and with fiestas in full swing every other day. But the bubble soon was to burst. First National's statement of June, 1888, showed deposits of $1,130,995, and, in 1889, they plummeted to $58,000, and other organizations suffered a similar setback. But the foundation had been laid.

The next few years, indeed, saw an economical reformation of a nature that was to be the forerunner of San Diego's present-day detailed planning, although, at first, the growth was slow. A good barometer of what Washington thought of early city father-planning is illustrated by the fact that, in 1902, First National was designated a United States Depository, a form of recognition that few Southwestern banks were getting in those days. San Diego, in point, managed to weather the panic of 1907, in a manner that was looked upon as nothing less than phenomenal by cities of similar size, location and economic promise. One of the records that Border City banks boast of, is that no local bank was forced, during this period of uncertainty, to use Clearing House Script, as did so many financial institutions throughout the country. To San Diego's young commercial fishing industry, of course, must go a substantial percentage of the credit.

Following Alfred P. Halfhill's tuna-cooking and marketing venture in San Pedro, California, 1904, the fish canning business rapidly caught the fancies of the San Diegans. A small cannery, opened by A. J. Steele and Edward Hume, was run up at La Playa, near San Diego, and, for a time, it did a thriving business in sardines. The little silver sides were put up in oil, French style, and were ensnared by gill nets in San Diego Bay, for the most part. The Steele-Hume ups-and-downs are relatively un-important to this story, however, the ramifications worked an important influence on First National, as well as other banks. In other words, with the advent of the Steel-Hume organization, there developed a steadily-growing interest in commercial fishing, and with this came the desire and need for bigger and better boats.

WHEN the tuna-packing department of San Diego's commercial fishing industry got started, the fuse leading into a great operation was ignited. This was in 1911, when Paul Eachus of San Pedro, managed to sell the idea of financing a cannery to Louis J. Rice, a banker from the same city. The organization was called the "Pacific Tuna Canning Company," and was located at the foot of San Diego's F Street. In 1912, the structure burned to the ground but was re-built at the foot of 26th Street, where it continued in operation until 1935, when it went out of business. This cannery, of course, touched off another venture of the same nature, i. e., the "Premier Packing Company," and that, in turn, spearheaded the first of San Diego's roaring institutions, such as Van Camp's, Westgate (now Westgate-Sun Harbor), High Seas, People's Packing Company, San Diego Pack, et cetera. This development, to commercial fishermen, meant the further need for boats, boats and more boats. Led by such pioneers as M. O. Medina, Mathew C. Monise, Manuel Rosa, Joe Rogers and others, they soon were coming, and fast. The big, rangy clippers of today got their start from this point, and, if anything, they're growing bigger and rangier by the day. Through it all, First National, quick to see the potential future of such an industry, went along with the fleet and so was established one of the West Coast's most outstanding records of economic harmony.

(*Continued on page 26*)

President
Anderson Borthwick

Few Coastal Communities Can Boast of the Border City's Fishing Fleet

Buying Power!

By JOHN SPRINGER

(Our thanks once again to those responsible for statistics and information included in this second installment of *Buying Power!* Among these are business writer, Irving Reynolds, San Diego, California, *Union* newspaper, Albert W. Wiese and Malcolm Donnelley of *United Press Association*, and thirty-two fishing families who were kind enough to aid.)

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DURING years of the last World War, many commercial fishing authorities, impressed with high prices paid by canneries for raw catches of Albacore, Yellowfin and Skipjack, predicted that the industry in San Diego, California, had reached an all-time high, a record which would stand for years to come. Judged by economic slide rules peculiar to the bulk of other enterprises, this appraisal, of course, made plenty of sense. With exception of industries engaged in producing construction materials the majority, hit by price declines and other peacetime stabilization, settled back to normalcy, and, in some instances, met with serious financial reverses. Providing one of those upsets to common to the history of American commerce, however, the Border City's fisheries industry climbed upward, at the close of the war, even though the per ton price, as well as the resale value per tin, dropped accordingly.

This startling acceleration, especially in the case of tuna, is emphasized by recent figures compiled by First National Trust and Savings bank of San Diego. They show a 1949 increase over 1921 of .97 a pound, or more than 10 times the disposable income of the latter year. In 1921, when the total disposable income nationally was $55,000,000,000, the domestic tuna consumption was $3,070,000, or .056 per cent. Since 1924, the percentage has jumped to even more amazing proportions.

Pioneers

Leaders of San Diego's commercial fishing fleet and typical of executives responsible for the growth of the industry, are (left to right), Joe Rogers and M. O. Medina.

Starting with 1925, in point of fact, the nation's disposable tuna income was (in millions), $8.50; in 1930, $13.06; in 1935, $14.70; in 1940, $25.80, in 1945, $50.60, and, in 1948, $114.00. Of this, San Diego, California's fleet dragged the ocean for around $65,000,000 worth of fish, which is purely and simply disposable income. A breakdown of day-by-day consumption, based on a 1950 basis, shows that, exclusive of provisions for trips to sea, San Diego's 17,400 men, women and children, who live from commercial fishing, or its allied industries, spend it like this, based on a 12-months period:

In the grocery line the family head will expend $74.80 for bakery products; dairy products (ice cream, butter, milk, cheese), $192.70; Eggs, $143.60; meats, $151.00; breakfast foods, $23.92; vegetables, fruits and juices (canned), $222.65; tea and coffee, $68.32, and incidentals such as salt, spices, washing powders, floor waxes, peanut butters, marmalades and jellies; noodles and spaghettis, bulk products, such as dried beans, peas, potatoes, lettuce, tomatoes, parsnips, flour and packaged mix, baby foods and pet foods, cooking oils and fats, $547.59. This represents a total of $1,429.58, or an expenditure of $23,649,830.40 a year.

FURTHER, the per capita outlay will add up to $4.69 for fuels and ice, $57.76 for service station and auto supplies, $64.97 for building materials and

(*Continued on page 16*)

The Tuna Industry in Hawaii

By F. C. JUNE

(Here, if you are interested in the skipjack fishery in Hawaii, is one of the most informative articles to originate in that territory for some time. It was written by F. C. June, Fishery Research Biologist, Section of Biology and Oceanography, Pacific Oceanic Fishery Investigations, U. S. Fish and Wildlife Service.)

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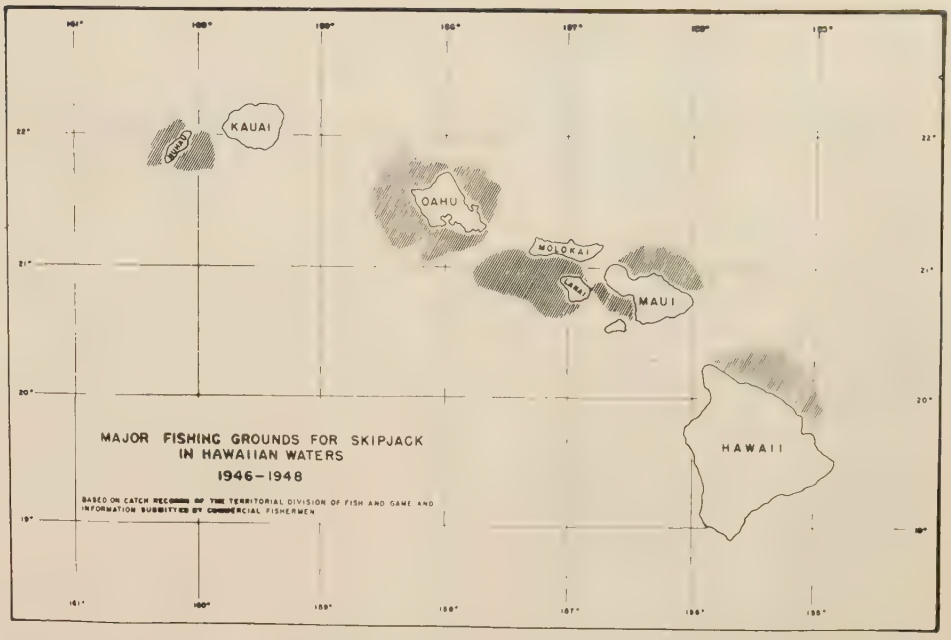
THE most important commercial fish in the Hawaiian Islands is the oceanic skipjack (*Katsuwonus pelamis*), or 'aku" as it is known locally. For the ten-year period prior to the attack on Pearl Harbor, this fishery contributed roughly 47 percent of the entire fish production of the Territory. The largest commercial catch recorded was for the year 1940, when aku landings totaled over 13,420,000 pounds. With the onset of the war, the operations of the commercial fleet virtually came to a standstill. Catch records are not available for the 1942 and 1943 seasons; however, the landings for the last ten months of the 1944 season amounted to approximately 732,000 pounds. By the end of 1945, the aku fleet had regained its pre-war size. For the four-year period 1945-48, the 1948 season was the most productive, with total landings reaching over 8,355,000 pounds.



The commercial aku fishery in Hawaii has undergone a complete change from the early native fishing methods, which employed from one to six-man crews for inshore operations near the scattered fishing villages. With the introduction of Japanese fishing methods and gear shortly before 1900, the commercial fishery expanded considerably, resulting in a great increase in production and, consequently, a much lower price per unit for the catches. The first gasoline-powered boat was successfully operated in 1907. Soon afterward larger boats were designed and many new features added, making it possible for practical fishing operations to be conducted greater distances offshore.

The present-day aku boats are constructed along the lines of the typical Japanese sampan of about 50 years ago. They are designed with a modified V bottom and a high narrow bow, with moderate freeboard aft. They are completely decked and fitted with a raised pilot house and flying bridge amidships and a low trunk cabin, engine room and crew's quarters forward. Cooking is done on deck over a gasoline burner. The sampans are presently diesel-powered and vary from 27 to 92 feet overall. They are fitted with from 2 to 6 live bait wells below the main deck abaft the engine room. Since most of these boats are not equipped with pump systems, circulation in the bait wells is provided by a series of screened holes at the bottom of the wells which allow sea water to circulate when the boats are underway. If bait is aboard while lying at anchor, it is necessary that the boats be rocked to insure adequate circulation.

Various limitations in equipment and facilities restrict the range over which these boats can successfully operate. They are not provided with any sort of mechanical refrigeration, hence, the very limited ice load that can be carried will not adequately refrigerate the fish for more than a few days after capture. Only a few of the boats in the fleet are equipped with adequate navigational equipment to permit long-range sea trips. Consequently, fishing operations generally extend no more than 100 miles offshore.

THE pole and line method is used exclusively in these waters for taking the pelagic aku. Small anchovies (nehu) or silversides (iao) are most commonly caught for use as live bait by night light fishing or daytime seining. They are generally taken with lift nets at night in the larger bays and inlets which indent the coastlines of the various islands. In this method, an incandescent light is suspended several feet below the surface of the water. The light is rigged on a pole and supported about 20 feet out from the side of the sampan as the vessel lies at anchor over the bait grounds. When sufficient bait has been attracted by the light, the net is set, and the captured bait is gently brailed directly into the bait wells by means of buckets. If insufficient bait is caught at night, surround nets are used in the inshore waters during the daytime. This type of net may either be operated from a skiff in the deeper waters, or, it may be used along the shore in the same manner as a beach seine. Bait captured in this manner is brailed into a bait compartment built into the skiff, and it is later transferred to the bait wells. If the sampan is anchored close to the site of capture, the net with the fish may be moved to the sampan and the fish brailed directly from the net into the walls.

(*Continued on page 19*)

More Trouble for Tuna

By KEN COWARD

Mr. Ken Coward is an aeronautical engineer employed at Consolidated Vultee, San Diego, California. He graduated from the University of Washington in 1942 and has been employed in aircraft engineering with several aircraft companies. He was chief engineer for Puget Pacific Planes in Tacoma, Washington and designed structurally and aerodynamically the Wheelair IIIA—a four pusher airplane. More recently, Mr. Coward designed and built, in spare time, the *WeeBee*—the world's smallest airplane, which has received so much publicity via the newsreels, *Life* and *Look*, etc. He is a technical representative for the Civil Aeronautics Authority at Convair, among his other duties in Flight Research for that company. He is a technical member of the Institute of the Aeronautical Sciences. Here, he tells of plans for a new-type aircraft to fit the needs of the tuna fleet.

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THE tuna industry is well aware of the great benefit of using an airplane in the fishing operation. The use of the helicopter, now in its experimental phase, appears to offer further advances in the use of aircraft in tuna fishing. The great saving in time in spotting bait and tuna and the fast means of liaison between the tuna boat and shore for emergencies has proven the successful application of aircraft in fishing. From an aircraft standpoint, the problems associated with the use of airplanes and helicopters aboard tuna boats are very special problems indeed—problems which require special consideration. The fact that the aircraft used thus far in the tuna industry have not been designed especially for this operation has resulted in minimizing the great advantages in the use of aircraft in tuna fishing. First, the problem of handling the airplane with the ship's gear is of paramount importance. At sea, with the "mother" tuna boat rolling, pitching, and heaving, the airplane must be picked up and deposited in the water with a minimum of special care. In the past this has restricted the use of the airplane. Because the aircraft used have not been designed to withstand rough handling — dropping heavily into the water and being lurched upward sharply in recovery—the airplane simply has not been launched instead risking structural damage in an attempted flight. When the airplane is launched under such conditions, risk is taken because of the limited structural integrity of the airplane. Here again, the helicopter appears to offer a ready solution to this problem.

Second, the problem of take-off ability is of prime concern to the operators of aircraft aboard these boats. Experience has shown that the airplane currently used have difficulty in taking off in the seas encountered in the fishing operation. Essentially, they have been under-powered. Further, the size of the floats is so small that take-off in these seas has been difficult for this reason also.

Third, the problem of corrosion has been serious with the conventional aircraft used today. These airplanes are essentially landplanes equipped with floats, and have not been especially designed to combat corrosion. As a result, the safety of the flight has been jeopardized because of imminent structural failure due to corrosion. These problems, and others, confront the operation of aircraft in the tuna fishing operation. The aircraft that have been used in the tuna industry are essentially landplanes which have been converted to seaplanes by the addition of float gear. The fact that operators are willing to combat the problems incident with their operation is testimony to their great utility and benefit in the fishing operation. The obvious solution to the problems involved in the operation of aircraft in the tuna industry is the design and construction of an airplane designed *specifically* for use in the tuna industry. This airplane should meet these requirements:

1. Ease of handling with the ships' gear with no special care required to launch and recover the airplane—must be able to withstand sharp drops into the water and a lurching, sharp recovery in hoisting aboard the tuna boat.

2. Quick take-off performance even in moderate seas without danger of structural damage.

3. Corrosion-resistance to the point where inspection and maintenance for corrosion is no particularly severe problem.

4. Low initial and operating cost.

. . . And Now The 'Tuna Bee'

The proposed *Tuna Bee* is an airplane designed *specifically* to meet these requirements in tuna fishing. It is a high wing monoplane flying boat type airplane capable of meeting these severe requirements of operation from a tuna boat. Construction would be all metal. Advantages of proposed airplane over float-converted landplanes:

1. The proposed flying boat will be able to take off the water much faster and more easily than this type. This is because it can be built much lighter to perform the same function. Also, it will be a smaller airplane and weigh less because of its smallness.

2. The proposed flying boat will be able to operate in heavier seas than the aircraft used at present. This is because the one hull will be larger than the individual floats used at present, and the center of gravity will be lower.

3. The flying boat will be able to be lowered into the water and raised to the deck of the tuna clipper more easily than the present type. This is because it will be built more ruggedly than the present type, and considerably smaller, permitting it to be handled more easily even under quite severe rolling and pitching of the tuna boat.

4. The flying boat will suffer less from corrosion than the present type. Special attention will be given corrosion-resistance in the detail design. The engine will be higher off the water and located above the hull where there will be a minimum of spray.

5. The initial cost of the proposed airplane will be substantially less than the converted landplane because of the greater overall simplicity of the design.

(*Continued on page 20*)

OPINION

Does a Shakeup Loom for the U. S. Fish & Wild Life Service?

Read . . .

Don Loker

Loker
" . . . conserve properly—or die."

(Here is the final installment of Mr. Loker's speech at the Fishery Products Conference at the 43rd Annual Convention of the National Canners Association in Atlantic City, New Jersey, January 28. Mr. Loker, who chose as his topic the "Hoover Commission" bill No. 162, continues herein following the observation in the March issue, "the federal government's activity in this field is limited to the operation of some hatcheries and to some biological studies." Copies of the speech may be obtained by writing to Circulation Department, *Pan-American Fisherman* magazine, 205 Broadway Pier building, San Diego, California.)

IN fact, except in the Territory of Alaska, and the sponge fishery of Florida, the federal government has no authority to initiate regulations for any fishery. Recreational fishing on the high seas by comparison with commercial fishing on the high seas is extremely minor. It must be recognized, however, that many of the fishes in the commercial fisheries are important to the recreational fishermen and it is for this reason that the commercial fishing industry, while attempting in no way to speak for the sport fishermen of the country, feels that all fishery functions of the federal government should be together and that any attempt to separate them might prove unwise. Not only could it lead to conflicts between the two groups when there is no real conflict of major interest, but in all probability it could result in a loss of efficiency and too much duplication of effort. The area wherein the interests of both groups coincide far exceeds the area wherein their interests differ.

The commercial fishing industry, as well as the sportsmen, is intensely concerned with the conservation of resources and, we believe, to an even greater degree, for fish are the necessary raw material of our business.

Our interest in conservation is neither theoretical nor recreational—it is absolutely essential, for if the fishery resources decrease, our business becomes uneconomic and we go broke. We conserve properly or we die.

To show what I mean, let me list a few illustrations of the conservation activities in which the commercial fishing industry is directly involved:

1. The Atlantic States Marine Fisheries Commission. This is the organization of all the states on the Atlantic Seaboard which was set up under authority of Congress and 11 state legislatures to correlate and extend the fisheries conservation work of the Atlantic States. In the seven years of its activity it has accomplished a great deal toward this end.

Commercial industry men pushed this compact in the Congress and the state legislatures and industry men from each of the states serve as Commissioners, and the chairman of the Commission is the owner of a thriving commercial fish business.

2. The Pacific Marine Fisheries Commission. This, like the one above, was adopted and put into action through pressure by the commercial fishing people who serve actively on its advisory board, and strongly support conservation research and proposals for proper fishery management.

3. Gulf States Marine Fisheries Commission. This is almost identical with the Atlantic States Commission. Industry men pushed for its adoption, act as Commissioners, and are interested in pushing its program for conservation research.

4. International Fisheries Commission. The halibut fishery is the outstanding example of fishery conservation management in the world. The halibut industry forced the adoption of the treaty between the United States and Canada that set up the Commission, has worked with the Commission at every step of its way for 25 years, and is continuing to do so today. This is the strongest and most strictly regulated commercial fishery in the world. The industry not only supports the regulations of its activities but is pressing both governments today to give the Halibut Commission additional regulatory powers.

5. There are four other similar international treaties to set up commissions which will have the responsibility for conservation in fisheries which produce nearly a billion pounds of fish per year for American fishermen. These are (1) The International Pacific Salmon Fisheries Commission, (2) The International Commission for the Northwest Atlantic Fisheries, (3) The International Commission for the Scientific Investigation of Tuna, and (4) The Inter-American Tropical Tuna Commission.

In each case the commercial fishing industry has pressed for adoption of these treaties and in the salmon commission has already participated for several years in planning and carrying out intensive regulations governing the catching of salmon covered by the Commission's authority.

6. California Sardine Advisory Commission. Let me tell you about something of which we Californians are a little proud. A few years ago our California sardine began to decline in productiveness. Immediately the sardine industry forced through the California Legislature a measure which doubled our tonnage tax and set aside new funds for conservation research. I do not know of another United States industry that has voluntarily increased its tax bill for the specific purpose of having investigations made which would restrict its activities, and a comment as to this fact appears in the State of California Legislature.

7. Fisheries Research Institute. The Alaska salmon industry, alarmed by the

(Continued on page 21)

San Diego Observer

By SEYMOUR FRANCIS

OUR old friend, Frank E. Firth, has recently become associated with The Wilbur & Williams Company of Boston as Manager of the Marine Sales and Engineering Division. Firth, who is well known throughout the marine field and fisheries for his earlier work on technological problems for the U. S. Fish and Wildlife Service, also cordage and netting problems for the War Production Board during World War II, certainly is acquainted with the maintenance problems and needs of the Marine industry. Firth started working for the U. S. Fisheries when it was under the Dept. of Commerce, in 1928, and was in the Government service continuously until 1945, at which time he resigned to accept a position in private industry as Netting Research Department Manager for the Linen Thread Company of New York. He is also the author of many papers dealing with marine technological subjects. At the present time, Firth is collaborating with Dr. D. K. Tressler and J. M. Lemon in the preparation of new material for the popular book *Marine Products of Commerce*, which is expected to appear early this Spring.

The Wilbur & Williams Company will extend the work Firth has been conducting on technical problems confronting the commercial fisheries as well as the Marine industry in general, particularly those related to vessel and equipment maintenance and specializing on corrosion resistant, rust inhibitive and flame retarding coatings. Firth is a member of the Harvard Club of Boston, a Fellow in the American Institute of Chemists, as well as other professional societies, and resides in Milton, Massachusetts. Our best wishes go to Frank for a successful and happy association with The Wilbur & Williams Company.

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Spurred by the biggest national advertising campaign ever to originate from San Diego, Westgate-Sun Harbor's sales in January and February soared to record peaks for this time of year. The campaign, which was opened in January with a full-page ad in *Life* Magazine, and was followed by large ads in women's magazines and the trade press, is making "Breast-O'-Chicken" tuna more than ever a household word. Public response has been immediate, as gauged not only by accelerated sales, but also by a flood of requests for the company's book of tuna recipes, offered in the magazine advertisements. Thousands of postcards and letters have been pouring into the headquarters office asking for the brightly colored book, compiled by the noted "kitchen wizard," Frank Decatur White.

More than 50 of the nation's leading food brokers met with Westgate-Sun Harbor officials during the recent conventions of canners and brokers in Atlantic City, N. J. The entire account of the merger of the two companies, and the advertising campaign were outlined for them. The response was enthusiastic.

"The brokers feel that the merger will result in a stabilization of supply, and a better grade of pack due to the greater selectivity of tuna which the enlarged fleet will be able to provide," W. Wade Ambrose, company president, reported.

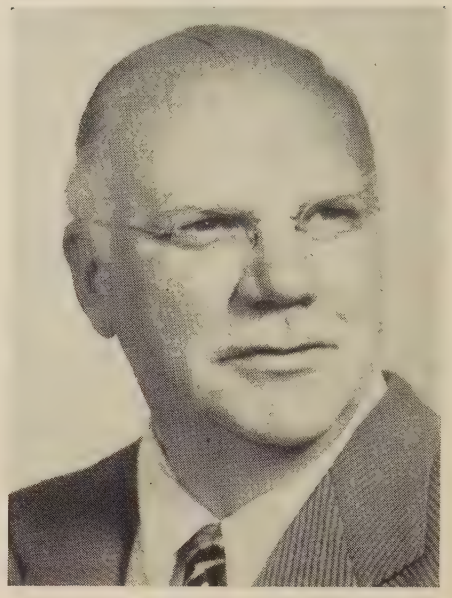
The year 1950 has started much more encouragingly than did 1949, Ambrose observed. Grocers, who had been carrying comparatively small stocks, have been ordering much heavier supplies of tuna. This, combined with an earlier Lenten season this year, and a relatively mild winter in the east, has stepped up the flow of tuna sharply into the markets.

As of Jan. 1, more than 1,200,000 cases, or approximately one-fifth the domestic production in 1949, remained in canners' hands, but inventories have dropped considerably since.

Naturally, inventory problems will occur from time to time as a result of a series of exceptionally good fishing years, but with continued promotion and merchandising this inventory surplus will not be excessive if the U. S. market is not flooded with imported tuna.

EBB'N FLOW

(*Continued from page 7*)



Founder

A. B. Knowles, President, A. B. Knowles Company. (See "Ebb'n Flow," page 7.)

average for that period was approximately $2,000,000 per year. The fishery appropriations for the fiscal year 1950 amount to $10,875,251. Of even greater significance, the budget which the President sent to the Congress within recent days, and which Fish and Wildlife Service representatives justified before the Appropriations Committee a month ago, carry proposed appropriations for fishery items amounting to approximately $12,000,000 for the fiscal year beginning next July 1. To be more specific as to items ("in which you are most interested,") the work of the Branch of Commercial Fisheries received $229,540 in 1940; $668,500 in 1950. The Branch of Fishery Biology received $390,835 in 1940 as compared with $1,546,000 in 1950; Alaska Fisheries, including the Pribilofs, from $516,460 to $1,480,100 in those 10 years. And the wildlife appropriations have likewise increased at the same time. In 1940, they amounted to $6,149,393, almost three times the then appropriated sums for fishery activities. For 1950, they amounted to $16,502,049.

DIED

Industry Head:

Louis B. Ederer, President of the R. J. Ederer Company, Chicago, makers of sports and commercial fish nets for considerably more than a century, died last month, one of the most widely-respected men in the fishing industry. He was 79. The company in which Louis Ederer rose to head traces back into the 1800's when his brother, Ru-

dolph, and sister, Henrietta, organized the present firm and continued in a family tradition of weaving nets. From the first, Ederer's life was replete with interesting circumstances. When he was six months old, his father's original fringe and braid factory was destroyed in the historic Chicago Fire in 1871, and his own life saved when his sister, Henrietta, carried him from the flaming building.

As a young man he left the campus of St. Benedicts College in Atchison, Kansas, after his graduation, and entered business at a time when the wonders of science and technology were merely plans of early day visionaries. Ederer, too, was a pioneer. He stood side by side with other far-sighted businessmen of that early period. Louis Ederer not only saw the miraculous developments of the scientific era, but also lived through the tragedy of two World Wars, when he helped to provide the vitally necessary camouflage material that did so much to help save lives and hasten victory. From early days of the small company, Ederer kept pace with the trends which saw the Ederer Company become one of the leaders in the manufacturing of both fish nets and sporting goods netting.

In 1920, at the death of his brother, Rudolph, Louis Ederer took over the management, which today is one of the major companys in the netting industry. Ederer was an ardent sportsman and a member of hte Chicago Athletic Club since 1908. He was unusually alert and active in administrative policies of the R. J. Ederer Company up to his recent illness. He leaves a daughter, Miss Annette, and two sons, Clarence and Eugene, both officers in the R. J. Ederer Company.

GARGANTUA

Big Plans:

Trade sources said the arrival of the *Oceanic* in San Diego marked the first time in the history of the industry that tuna caught in Peruvian waters by Peruvian fishermen have been packed in a San Diego cannery.

Edwards, who arrived here to complete arrangements in connection with the catch, said the 900 tons of fish were caught in about 5 months. Several smaller fishing boats, using both hook and lines and purse seines, made the catch and discharged their cargo to the *Oceanic* for storage and refrigeration.

Originally built at Ambridge, Pa., the *Oceanic* carried tanks overseas during the war. It was converted to a tuna refrigeration ship at New Orleans, La., by the Oceanic Transportation Co., of Houston. Edwards estimated its cost at about $900,000.

It carried a crew of 20 and has a speed of 12 knots. Edwards said his future plans in the tuna business are "indefinite," but he added:

"We have about $1,500,000 invested in tuna boats. We have given some consideration to erection of a cannery on the Gulf Coast, but will not proceed with this plan if we are able to dispose of our catch at San Diego plants." Whether the vessel would play regularly in the Peruvian tuna trade out of San Diego might be determined at conferences to be held by officials of the San Diego Packing Co. and Edwards. The *Oceanic* is of Honduran registry, and has a capacity of 1600 tons of frozen tuna.

POLITICS

Bob Driver:

Insurance man Robert F. Driver, who talks, acts, and looks a lot like another political Robert (Taft of Ohio), had his own ideas of how things should be run at Sacramento, and, after several months of sharp prodding by friends and business associates, he filed on March 27 for the office of State Representative from San Diego City and County. More, he decided to cross file, although the decision meant no abandonment of his party principles. He was, purely and simply, another confirmed Democrat with a lot of Republican friends.

Histoire:

He was born in Ogden, Utah, in 1908; his family moved to San Diego in 1911. He attended the San Diego Public schools, and was twice student body

(*Continued on page 26*)

Died

Louis B. Ederer. **(See "Ebb'n Flow," page 14.)**

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BUYING POWER

(*Continued from page 10*)

fixtures, $17.65 for heating and plumbing equipment, $7.84 for stationery printing and paper, $112.08 for motor vehicles, $5.44 for flowers and nursery stock, $8.94 for hardware and tools, $1.63 for caskets and tombstones, $64.13 for home furnishings and appliances, $14.16 for novelties and variety goods, $4.26 for sporting goods and amusements, $5.88 for candies and soft drinks, $26.58 for packaged liquor, $29.15 for drugs, $1.72 for books and periodicals, $8.34 for office and school supplies, $3.05 for art goods, $87.24 for general merchandise, $18.89 for shoes and shoe repairing, $5.13 for second-hand merchandise, $4.46 for tobacco products, $4.05 for photographic material, $.95

for luggage and leather goods, $8.90 for radios and musical instruments, $10.16 for jewelry, $93.67 for drinks and meals taken in restaurants, $44.67 for clothing, and $4.68 for unallocated items. Once again, based on the fleet and allied element figure of 17,000, we have a total of $12,330,297.00 in this bracket.

Taking this figure and adding it to the grocery breakdown, it represents a total of $35,980,127.40, which the industry spends for elements aside from taxes, working equipment, real estate, vacations and moneys saved or invested in other businesses. These millions, for the most part, find their way into 7,540 licensed retail outlets in San Diego County and city. Of this number, there are 548 in the apparel stores group, or 222 women's apparel stores, 133 men's apparel stores, 93 family apparel establishments, and 100 shoe stores.

There are 333 outlets in the general merchandise group, 125 limited price variety stores, 120 department and dry goods stores, 88 country and general merchandise stores, 125 jewelry stores, 794 of the specialty stores group, such as 114 gift, art goods and novelty stores; 111 sporting goods stores, 79 florists, 30 photographic equipment and supply, 37 musical instrument stores, 123 stationery and book stores, 42 office, store and school supply stores, and 258 other specialty stores. There are, moreover, 901 grocery stores in San Diego County, with 134 food stores other than grocery stores exclusively, 251 packaged liquor stores, 50 tobacco stores, 165 drug stores, 314 household and home furnishing stores, and 176 household appliance dealers.

THERE are 96 second-hand merchandise stores, 20 farm implement dealers, 247 farm and garden supply stores, 40 fuel and ice dealers, 249 building material yards and stores, 117 lumber and building materials dealers, 65 heating, plumbing and electrical supplies merchants, 67 paint, glass and wall-

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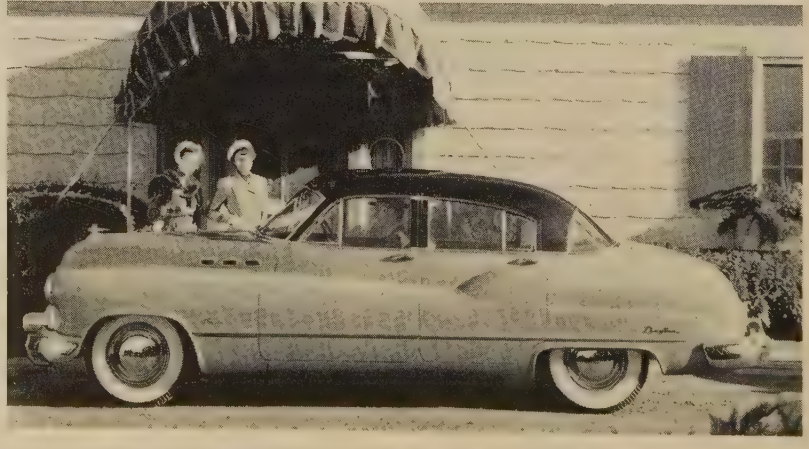

paper stores, 97 hardware stores, 239 new and used motor vehicle dealers, 769 service stations, 44 trailer, boat, motorcycle and airplane dealers, 162 itinerant and mail-order vendors, 2,266 personal service outlets, 95 hotels, motels and resorts, 637 garages, 196 photographers, 1,338 repair shops and personal service outlets, 2,942 manufacturing, wholesale, contracting and miscellaneous outlets, 756 contractors, building material, manufacturing and wholesale outlets, 2,186 other manufacturing, wholesale and miscellaneous outlets (unallocated), or a total of 12,658 businesses in San Diego County.

So far as real estate is concerned, about 82 per cent of the fleet workers own their own homes, and about 22 per cent are investors in outside real estate, and in other types of businesses. Of the 17,100 commercial fishing population, there are around 100 owners of clippers representing from $250,000 to $350,000 each. Most of these men own substantial portions of San Diego County and city real property, and a typical case is Mr. "X," a pioneer clipper captain, now retired. In 1941, he expended for real property $22,000; in 1945, $190,000; in 1948, $90,000; in 1950, $9,000. In 1940, additionally, he spent $30,000 for one home; in 1945, he built another for $13,500, and in 1948, he bought another for $39,000.

These investments, moreover, are representative of very nearly each of the fishermen within "X's" financial bracket, and, from a standpoint of percentage, is duplicated by fishermen on down the line. An intensely civic-minded group, the average crew member makes about $8,000 a year, some of which invariably goes into real estate of one kind or another. From this amount, of course, is subtracted working equipment, such as rubber boots, gloves, et cetera, however, for the most part, the boat owner himself stands the bulk of the expense on fishing trips. These boats, to be sure, reflect a huge investment per year in supplies, upkeep, insurance and mechanical equipment.

A BIG clipper, fully stocked, is something of a grocery warehouse itself. The fleet, taking into consideration boats large and small, spends for foodstuff about $2,000,000 a year. Outgoing clippers will invest annually something like $1,000,000 for meat, $150,000 for bread, $64,000 for raw milk and cream, $160,000 for butter, and around $130,000 for canned fruit and vegetables. The balance of the fleet consumes the remaining $496,000, in much the same proportion.

(And what of fuel and heavy equipment? See *Buying Power!* in the May issue of *Pan-American Fisherman.*)

Milady

By DOROTHY HARVEY

GOT another of Frances Cabot's choice bits of information today, and, inasmuch as it deals with another misconception regarding shrimp, I pass it along. According to Frances, who is the New York Fisheries Council's food and recipe expert, shrimp experts are eating crow these days and enjoying it, too. For years the 'know how' boys in the fishing industry have advised, "Beware the pink shrimp, for its color means it has tarried too long en route to the consumer." Now they've got to admit that their advice has been so much eyewash, for it has come boomeranging back in the introduction to market of the "Florida Pink"—the "Florida Pink" being the latest thing in shrimp and so named because (1) it is caught off the Gulf coast of Florida and (2) looks pinkly precooked when it comes from the water. Besides looking as though Davy Jones got to them first with his skillet, another odd thing about the new shrimp is that they come out only at night. These nocturnal, 'redheaded' shrimp average 26 to 33 to a pound which lifts them out of the little shrimp class. They are being caught on a newly discovered bank between Key West and the Dry Tortugas. This bank is 10 miles wide and 45 miles long and the news is that a much larger area will be opened soon. The water is unusually deep for shrimp, varying from 90 to 150 feet, and the powdered coral bottom is studded with huge boulders which snarl and tear the nets of fishermen. These factors probably account for the late discovery of the "Florida Pink."

Blushing shrimp experts including the Fishery Council admit the error of their former advice and, in offering the new pink shrimp, realize that confession is good for the soul even as the "Florida Pinks" are just as good for the palate. The question facing the housewife who buy the new pink shrimp, is when to stop cooking them. If they are pink before she puts them in the water, how will she know when they are done? The Fishery Council offers this advice on cooking shrimp, be it pink, white or brown: For one pound of pink shrimp prepare a stock of one cup of water, 2 peppercorns, on teaspoon of salt, a piece of bay leaf and one-half stalk of celery. Simmer the stock five minutes in a covered pot. Add shrimp. Simmer the stock five minutes in a covered pot. Add shrimp. Replace lid and start counting cooking time when simmering resumes. Simmer for five minutes. *Do not permit shrimp to boil.* Simmer and the shrimp will be juicy and tender.

•

Featured food article in the March issue of *Good Housekeeping* magazine entitled *Susan's Tuna Treat,* was a double spread four-color illustration with recipe information showing how to prepare a casserole whose main ingredients are canned tuna and cream of mushroom soup. Peas are also a main ingredient. This editorial was one of the best read recipe pages in the magazine food field. It got, without question, many women to try tuna in a casserole and suggested an ideal way around which the tuna industry could build a good promotion, in both advertised brands and unadvertised ones. The magazine also produced a poster which carries a reprint of the food editorial. The headline on the poster is *As Featured Editorially in the March 1950 Good Housekeeping.* The use of this poster in retail stores will offer an opportunity to the tuna industry to have tuna featured in some sort of a mass display along with cream of mushroom soup. As you know, the sale of associated products built around an editorial like this or an advertisement is one of the most successful store merchandising ideas. A store display of canned tuna and mushroom soup can be built around a center piece of a reprint put up on an empty case with thumb tacks. The editorial will be recognized by the consumer, and a mass floor display of the items will persuade many customers to buy these two items as a unit and try them. It gives the retail stores a vehicle around which to create some excitement on canned tuna.

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HAWAII

(*Continued from page 11*)

When sufficient bait has been obtained, the boats put to sea, usually starting out about daybreak. On the way to the fishing grounds preparations take place for the day's fishing. Poles and jigs are selected, the tiller is fixed in the rudder post, and the fishermen put on their long blue denim kimonos, the characteristic garb of an aku fisherman. Several lookouts, posted on the flying bridge, keep a sharp watch for the telltale signs of low-flying "working" seabirds, which almost invariably mean fish. In these waters, the skipjack is seldom encountered in company with schools of porpoise.

Since the aku does not occur in uniform abundance throughout the waters surrounding the main island group, the vessels may on occasion spend considerable time scouting for schools of fish. Wherever fish are located, the fishing technique is the same in practice throughout the fleet. Upon sighting a school of aku, the sampan is brought across the head of the school and the engine throttled down. Small quantities of live bait are scattered over the water in an effort to chum the fish up close to the boat. On most boats, once a school has been contacted, the captain leaves the pilot house and takes a position on the after deck, where he can observe the activity of the school and maneuver the boat by means of the tiller. If the fish are biting and rush in to take the chum, the fishermen take positions across the stern and trail the feather jigs in the water in such a way as to simulate living fish. The pole is supported by the left hand, with the butt resting on a small padded denim apron hung in front of the groin; the right hand is free. When a fish strikes, both hands grasp the pole. The fisherman leans back on the pole, utilizing the initial speed of the fish to lift it out of the water and swing it inboard. As the fish comes hurtling through the air, the left hand releases its grasp on the pole and the fish is caught under the left arm. With the right forearm supporting the pole, the hook is removed with the right hand, if it hasn't come out of its own accord, and the fish allowed to fall on deck. The hook is quickly dropped back into the water, ready for the next fish.

THROUGHOUT the fishing, salt water is sprayed over the surface of the water from nozzles spaced about 4 feet apart across the stern and along the after port and starboard gunwales. It is claimed that the spray excites the aku into biting, since its action on the water is similar to a school of bait fish trying to escape. The spray also serves to screen the activities of the fishermen, and thus it prevents the fish from being frightened. When the fish have stopped biting, the catch is stowed in one of the empty bait wells; the deck is washed down, and the sampan moves off in search of another school.

At the end of the day, the boats return to port to dispose of the day's catch. However, if no fish are caught, the boats often anchor overnight in some bay or cove near the scene of operations. The chief port of landing is Honolulu, where the major portion of the commercial catch is sold to Hawaiian Tuna Packers, Ltd. for canning purposes. The remainder of the catch is handled by several wholesale and retail market outlets, which sell the fish in a fresh state. At present there are 32 licensed aku boats in the Territory, of which 21 are based at Honolulu. Most of the other islands maintain ports

Investigator

Typical of U. S. research vessels being employed in skipjack study off Hawaiian Islands is *Bonito*.

of landing where the boats operating in the surrounding waters are able to dispose of their catches. There is a subsidiary of Hawaiian Tuna Packers located at Hilo, where fish are received for shipment to the cannery; however, at all the remaining minor ports, the catches are marketed locally.

Under the present form of contract, the price paid for the aku catch by the cannery is based on the prevailing price for skipjack on the Pacific coast, less a differential. Fishing is done on a share basis. After deductions have been made for operating expenses such as food and fuel, the balance is divided typically as follows: the boat owner receives 30 percent, the captain receives a 5 percent bonus, and the remaining 65 percent is divided equally among the crew.

THE main season for the aku fishery in the Hawaiian area is, generally, from May through September, with the peak production usually occurring in July. Throughout the remainder of the year, operations are somewhat limited.

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MORE TROUBLE

(*Continued from page 12*)

THE initial cost and operating cost of the proposed airplane will be only a fraction of the cost of aircraft now being used. The initial cost will be approximately *one-tenth*, and the operating cost about *one-fourth*. This low cost would make the airplane available to smaller boats which would consider the initial and operating costs of conventional aircraft prohibitively high. The proposed flying boat will incorporate very simple structure, and this basic simplicity offers an advantage in reliability and low maintenance time and cost that these craft will have difficulty in competing with. Specific data:

Performance—High speed, 130 MPH; cruise, 70-120 MPH; landing, 40 MPH (flaps 50°); rate of climb, 1500 ft. min.; take-off time, 10 sec.; take-off dist., 500 ft.; range (normal), 300 miles; range (alternate), 1000 miles.

Weights—Weight empty, 450 lbs.; gross weight (normal), 700 lbs. (pilot alone); 870 lbs. (pilot plus observer or passenger).

Areas and Dimensions—Wing area, 88 ft.; span, 25 ft.; aspect ratio, 7; beam, 2.33 ft.

Power Plant—Continental C-85, 85 BHP.

A SINGLE hoisting ring would be located in the upper airplane structure in such a way that the tuna boat gear could hoist the airplane into the water and retrieve it after a flight with the minimum of effort. The entrance hatch will be located in such a way that the pilot can have complete access to the hoisting gear by standing up in the airplane through the hatch. He merely catches the hoisting eye and places it in the hoisting ring on the airplane. An oleo shock absorber mounted in the hoisting structure in the airplane will take care of any sudden shock which is inevitable in this type of hoisting operation. Fittings will be incorporated in the hull to quickly and easily secure the airplane aboard the tuna boat.

Provisions can be incorporated for retrieving the *Tuna Bee* while the "mother" tuna boat is under way. Experience in Navy handling of single float seaplanes has proven the practicability of this operation. A "sled" has been used which is towed by the "mother" boat in such a manner that it is located to its side of the "mother ship" (by the use of a fixed water rudder on the sled) under the ships' hoisting gear. The seaplane incorporates a hook underneath the hull in such a way that when the seaplane taxis up on the "sled," this hook engages the sled. The pilot then shuts off the engine and engages the hoisting gear. The advantage in this system would be in the time saved by not having to stop the tuna boat to retrieve the airplane.

The question will be asked—"Why hasn't the aircraft industry developed an airplane for the tuna industry before this?" The answer is simply that the individual aircraft companies, large or small, hesitate in a new aircraft development project which would find relatively limited sales outlet in view of the high cost normally associated with such development. The author is able to undertake this development at very low cost because of actual experience in every phase of the design and construction of a small prototype airplane. It is believed that the tuna industry would greatly benefit by the development of the *Tuna Bee*. The *Tuna Bee* can be designed in detail and a prototype constructed in a relatively short time at a very small cost. The writer can guarantee that a prototype *Tuna Bee* can be delivered to a tuna boat operator for trials at sea within nine months after starting on this project and at a cost no greater than the new price of a convential airplane currently used in the fishing oper-

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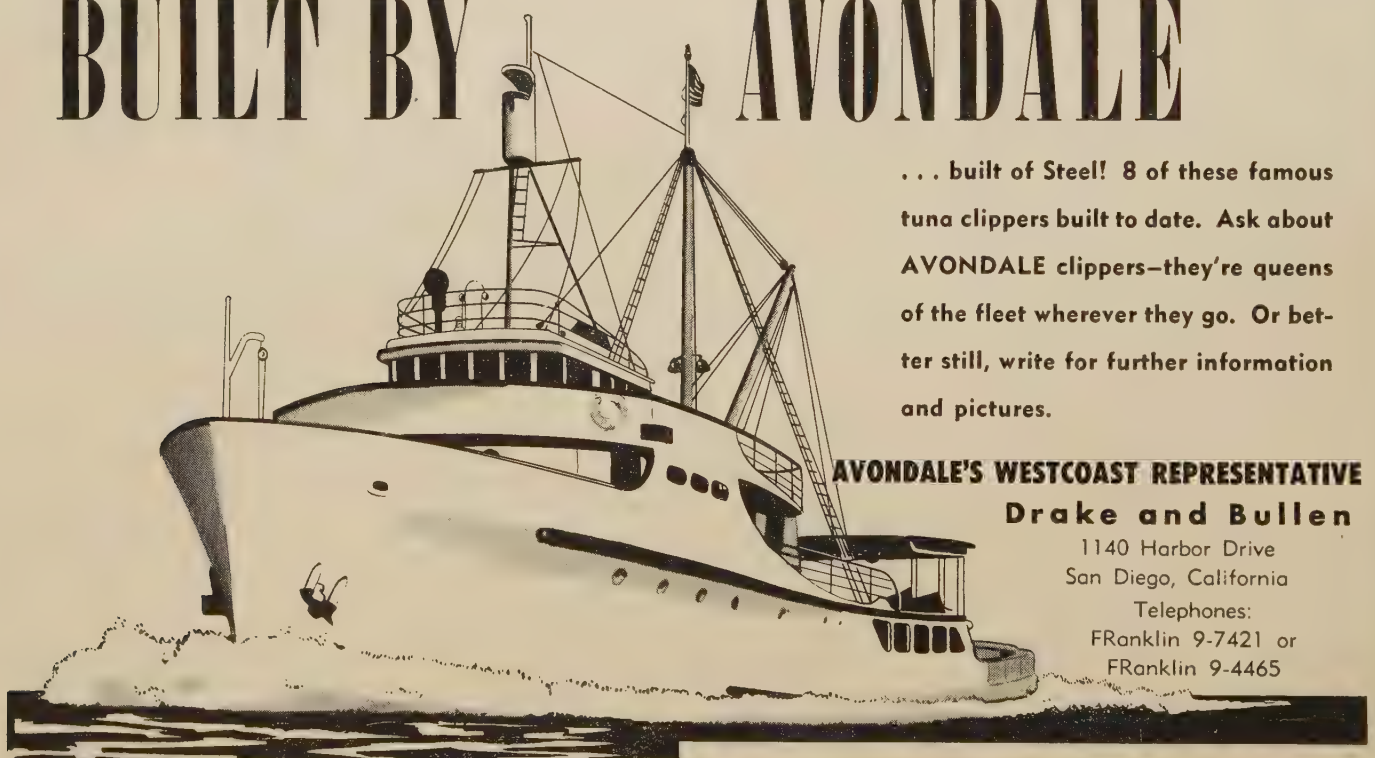

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DON LOKER

(*Continued from page 13*)
decrease in the source of their raw material, as I have already reported, voted to tax themselves voluntarily so much per case of salmon packed in order to provide a fund for biological research to find out what was the matter with the present conservation regulations and where they could be improved to maintain normal abundance, which so obviously was imperative, if the Alaska Salmon industry was not to perish.

This voluntary program of taxation has been going on for three years and has raised more money for biological research than the federal government itself puts into the Alaska fisheries. It comes directly out of the salmon canners' pockets and it is given willingly. This program has, in fact, been broadly increased in each of the three years since its inception. We are trying to be foresighted, for we realize the necessity of these treaties, these investigations, these regulations, before the resource is depleted, and not afterward.

I have dwelt in some detail on what the industry is doing to get the information necessary for adequate conservation regulation. Where conservation is needed we not only help to get it, we demand it, and we are proud of the record of the commercial fishing industry in the conservation of this great resource. But while we have intense interest in fish conservation, this is only half of the worries we have with raw material. We have a problem of supply and we must explore continually for new sources to feed the nation and to meet the growing demand for our product.

Also, as a food industry we are in the fortunate position of dealing with one of the greatest potential sources of

(*Continued on page 23*)

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DON LOKER

(*Continued from page 21*)
protein food in the world. Centuries of land abuse in every civilized country have lessened the ability of that land to produce essential protein foods, but the vast resources of our seas have scarcely been touched. Rich new areas are known to be available close to the United States in both the Atalntic and the Pacific and are believed to be in the Gulf of Mexico. The reason why these and other fishery resources all over the world are not being utilized is that at the present time they cannot be brought to market at a price the consumer can pay. We need to know more about the seasonal abundance and occurrence of these resources so that our fishermen can be adequately informed. Too, there are a thousand and one other problems that we have in getting the costs of harvesting, processing, and marketing down to the point where we can afford to get the food out of the sea onto the consumers' table where it does good.

THIS is where our problems depart widely from those of the inland fisherman and hunter. The game and fish resources of the land and inland waters are known, and are certainly less than we would like. Production from those resources can only be maintained and increased by strong conservation regulation measures. Here there is no room for expansion of any consequence, and all thinking must be directed toward conservation. But, for our major ocean fisheries the emphasis must also be on better and cheaper means of harvesting.

I want to drive home to you as hard as I can that waste from under-utilization is just as dangerous as waste from over-utilization and more food is being wasted in the sea each year from under-harvesting than is being taken from the sea. This is our problem, too.

Besides conservation, both sport and

(*Continued on page 24*)

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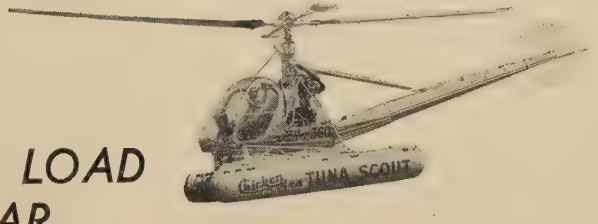

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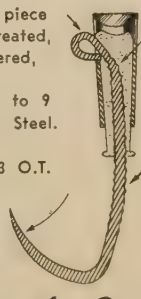
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Terminal Tidings

By JERRY LEE PECHT

NATURAL salmon spawning in Western Washington and Lower Columbia river streams will be augmented this year with plants totaling 29 million hatchery raised fish, the state department of fisheries informs me. Figures released by C. H. (Bud) Ellis, superintendent of hatcheries, show that three-fifths of the record postwar plant will be reared fish. The total includes 3,500,000 yearlings, 14,170,000 fingerlings from one to nine months old, 11,400,000 fry and 125,000 year-old steelhead trout. This compares with 3½ million fry in 1949, 12 million fingerlings and 4 million yearlings. "The department has put out larger numbers of fish than the 1950 plant," says Ellis, "but never has exceeded it in poundage of reared salmon." This reflects the trend away from plants of fry to reliance on the older age groups which produce greater returns of adult salmon.

By species, the department will liberate 12,000,000 fingerlings, 700,000 fry and 538,000 yearling chinooks; 2,095,000 fingerling, 7,200,000 fry and 2,950,000 yearling silvers; 630,000 pink fry; 20,000 sockeye, and 2,850,000 chum fry. Watersheds which will be affected include the Noodsack, Skagit, Stillaguamish, Snohomish, Green, Puyallup and Nisqually, on Puget Sound; Cowlitz, Lewis and other lower Columbia river tributaries; the Chehalis, Willapa, Naselle and other coastal streams. Exceptionally heavy stocks have been allocated the Nooksack, Chehalis, Stillaguamish and Green, whose production limits have not been approached in recent years. In operation during 1950 will be a total of 168 ponds at 15 stations, including the new ten-pond Simpson hatchery. Each unit has a rearing capacity of 150,000 fish up to fingerling age. In 1941, the state had 114 ponds. The hatching and rearing system is operated by a division staff of 50 persons, averaging three to the station. Scheduled for operation in the spring of 1951 is a 16th station located on the Klickitat river.

Meanwhile, on the same subject, Charlie Carry of National Canners Association, writes me that George B. Kelez, chief, Alaska Fishery Investigation in Seattle reports that since the project leader of the Bristol Bay Investigations has been detailed to a fry marking program of pink salmon of southeastern Alaska, relatively little effort will be expended in the Bristol Bay area. The Bristol Bay work will be continued on a skeletonized basis by temporary personnel under remote direction of the project leader. Reduced magnitude of this operation will permit only maintaining continuity of data of certain items, such as Brooks Lake weir and photographic surveys. Mounting was completed of Karluk River, Kodiak Island, migrant salmon scales obtained in 1948 and 1949, and all fish in the samples were measured. Analysis was continued of data obtained in 1949 in water-fertilization experiments conducted at Karluk Lake.

Considerable time was devoted to analysis of red salmon tagging data, particularly that which discloses information concerning intermingling of Karluk River and Red River populations along Shelikof coast of Kodiak Island. Although incomplete, all data indicate that only a very small portion of Red River fish become available to the Karluk fishery and that the Karluk catch is not affected to any important degree by Red River fish. This is important to management of the Karluk fishery, especially since all measures of production are obtained through evaluation of escapements and catches in the Karluk area. Nothing indicates that any Karluk fish are taken in the Red River area.

ACTIVITIES of the pink salmon investigation of southeastern Alasfa were concerned largely with preparations for the spring migrant trapping program. Six stations are to be operated: Herman Creek, Old Tom Creek, Little Port Walter, and Katlian Bay, all for second season.

DON LOKER

(*Continued from page 23*)

commercial groups have another point in common which should weld us together. The non-commercial fishing groups emphasize the recreational feature of the nation's fisheries, but they would be the last to claim that there is no commercial importance attached to recreational fishing. Indeed, they hasten to point out the tremendous value to the nation's economy of the sale of tackle, boats, bait, and also the vast revenue derived by the states from the sale of fishing licenses. It would seem, therefore, that the recreational fishing interests would, of necessity, derive definite benefits from being included within a department whose primary interest is the welfare of the business economy of this country. And to us it seems quite obvious that this reasoning points to the Department of Commerce.

The preceding discussion has clearly expressed the convictions of the fishing industry and we are sure that the Department of Commerce would support those convictions. Surely no department would wish the destruction of this natural resource of our country, nor would the fishing industry allow it. Therefore, we concur with the Hoover Commission's recommendation that the Bureau of Fisheries be established in the Department of Commerce, while a Bureau of Wildlife or a Wildlife Service remain in the Department of Interior. Such a move would ensure that fisheries would be managed by men whose primary interest would be fisheries; whose training would be in fisheries and whose outlook would be a practical businesslike outlook.

Additional advantage would result from the removal of fisheries to a department where their interests would not be subordinated—again note the use of this word subordinate—to the interests of other groups, and policies of other bureaus concerned with empire-building and paternalistic schemes. In plain, blunt language, I am referring to the domination of the Department of Interior by the Bureau of Reclamation,

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the Bureau of Land Management, the Bureau of Indian Affairs, and the various power administrations. The record of the treatment accorded fisheries when any seeming conflict of interest arose between it and these other groups is shameful indeed! Ask any salmon packer, commercial salmon fisherman, or any man who fishes salmon for sport on the West Coast, about the proposals to destroy this valuable salmon resource by the unwise construction of dams! Their side of the story reveals facts of interest and importance not only to them but to every citizen in our country. The benefits we were told would result from the reorganization which threw the Bureau of Fisheries and the Biological Survey together simply did not materialize.

The Hoover Commission recommended splitting fish from wildlife and putting the former in the Department of Commerce. The task force on Natural Resources recommended splitting fish from wildlife, but putting both resulting services into a new Department of Natural Resources. We in the commercial fisheries think the transfer of fisheries to the Department of Commerce, where it functioned so well for so many years during the growth of our fisheries would be the soundest move. We are, however, not at all adamant on this point and if it is the consensus of the majority that the task force recommendations be followed, we will not complain.

Where we are adamant is that the basic recommendation of the Hoover Commission be followed; that is, to split fish from wildlife so that we can once again have efficient management for both of these valuable natural resources. We must have a Fisheries Service in the federal government which is administered by men who know fisheries, who have been trained in fisheries administration and fisheries research, and who by experience know how to deal with a fishery problem when it is put before them.

We must have a fisheries service

(*Continued on next page*)

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Don Loker

(*Continued from preceding page*)

that has a sympathetic interest in fisheries, staffed by men who have the imagination and vision required to plan fisheries programs of their own and coordinate those programs with the programs of the sovereign states, the commercial industry, the sportsmen's associations, and the trade associations. These men must review the basic objectives of federal policy concerning fisheries and organize a dynamic program for the maximum utilization and sound conservation of this valuable resource. This revitalized service must be capable of providing expert guidance and efficient aid to the fisheries agencies of the 48 states and the territories in dealing with the problems of sport fish in inland and coastal waters. It must be able to lead the industry and the state agencies in high seas biological and oceanographical research; it must establish vastly improved programs for technological problems of gear utilization and development, marketing of species not now utilized, consumer education, and we must have additional help in surveys of potential foreign markets; collection of statistical data; and the anlysis of marketing trends and developments in the United States market, and in the markets of the world.

IN short, gentlemen, we must have a fisheries service that will know fish, think fish, and dream fish. A service which will represent our industry at high level in the federal government and which we can proudly support. A service finally, which will lead us to the full utilization and proper conservation of the fisheries resources of the seas.

EBB'N FLOW

(*Continued from page 15*)

president at San Diego High, and upon graduation won the Good Citizenship Cup award. While still in school, Driver started in the insurance business as a representative of the Mutual Finance Corporation. Upon his graduation in 1927 he organized his own company, which is now one of the largest in San Diego County. He was exceptionally successful. During the last war, Driver joined the American Red Cross as a Field Director and served at Okinawa.

His activities include: Past president of Hillcrest Lions, past president Southwest Express Highway Association, past president and one of the original founders of the San Diego County Association of Insurance Agents, active in the American Red Cross, he was campaign chairman in 1948 and at present is director of Red Cross local chapter, present member of executive committee San Diego Chapter Infantile Foundation. Driver lives in Chula Vista with his wife and four children.

Inerested

Also present at luncheon in honor of Albert M. Day, Director, U. S. Fish and Wildlife Service, in San Diego, during March, was Dr. Lionel A. Walford, Chief, Branch Fishery Biology, Fish and Wildlife Service, U. S. Department of Interior, Washington, D. C.

"I run for this office," he explained, "without obligation to any individual or pressure group, therefore I can truthfully state that I will represent the people of San Diego County and not the lobbyists. My whole training has been based upon the lines of sound business principles."

EXPANSION

In Monterey:

A substantial modernization program designed to enlarge the sardine capacity of the Monterey sardine packing plant of Westgate-Sun Harbor Co. is expected to be completed about August 1. The plant was purchased in mid-March by the Westgate-Sun Harbor Co. It formerly was owned by Sun Harbor Packing Co., but was not included in the recent merger. Jack Crivello, executive vice-president of Westgate-Sun Harbor Co., said:

"The extensive work planned for enlarging facilities will require several months to complete but should be ready for the 1950-51 season beginning August 1. This program is part of a long-range plan to expand operations in the Monterey plant."

He said there would be no change in management. Paul Jepson will remain as manager and Joe Miller is being retained as plant superintendent. Ray Bentley of Universal Canning Machinery Co., has been engaged to engineer the new installations.

1ST NATIONAL

(*Continued from page 9*)

IN 1911, as a matter-of-fact, the bank's deposits, after having slipped to the $58,000 mentioned farther back, climbed to more than $2,000,000, the record it had established in 1887. Naturally, San Diego's second boom, in addition to it's expanding commercial fishing industry and its real estate lure, was materially aided by the announcement by John D. Spreckels that a direct railroad line to the East was impending. From this development the city went forward, as it has been doing since, at least until the end of World War II. Since 1911, moreover, First National has increased its prestige, power and importance, day by day, and the reason is not too startling. As an example, the institution, since its inception, *has never foreclosed on a single commercial fishing vessel, on which it carried papers!*

(*To Be Continued*)

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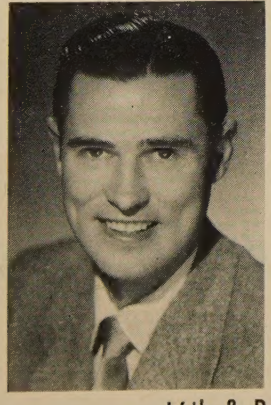

Left: RAY DICKSON promoted from Sales manager to General Sales Manager.

Right: GENE KELLY moves up to Sales Manager of the Pontiac Sales Organization.

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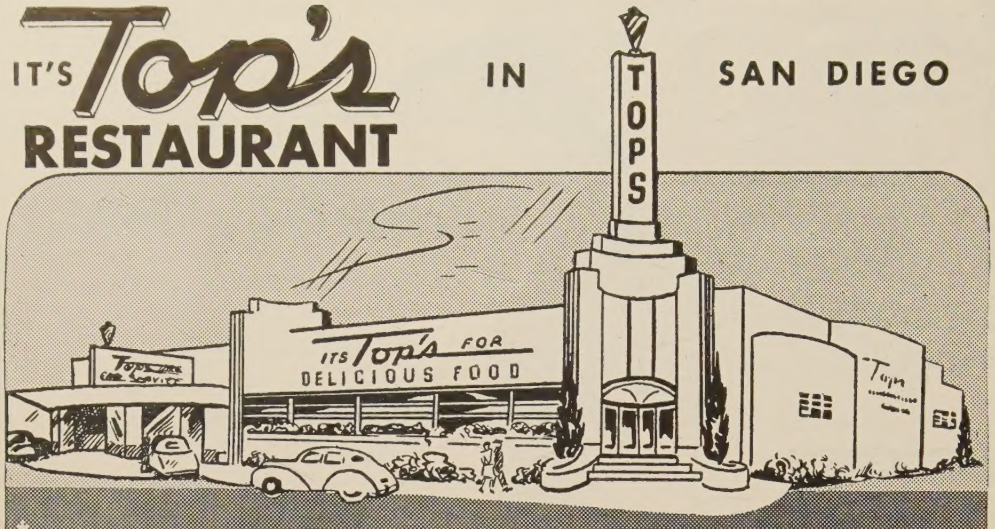

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